

KEYNOTER



Published by the National Industrial Recreation Association,

20 N. Wacker Drive,

Chicago, Ill. 60606 Ph: AN 3-6697

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Volume I, No. 3

A WONDERFUL SOURCE OF PROGRAM MATERIAL

Eastman Kodak has an excellent booklet listing over fifty films, slide shows and print sets available to clubs - a must for every recreation department bookshelf. Write Eastman Kodak Co., Dept. 841, 343 State Street, Rochester, New York 14650, ask for "Your Programs from Kodak 1970-71."

RECREATION EQUIPMENT LOAN SERVICE

Some recreational and employee services departments are offering family picnic kits, sports equipment kits, camping equipment, etc. on a deposit and low loan fee basis. For the employee entertaining at home, chairman of a family reunion, etc. it provides a service that may save him money.

INCREASE YOUR BULLETIN BOARD READERSHIP

A weekly classified ad listing provides the greatest single attraction bulletin we have ever seen. Try it and see for yourself.

LADIES PLAYDAY ANYONE?

State Farm Insurance, West Lafayette, Indiana held a Ladies Playday - strictly for the girls. A full day of activity was programmed including the luncheon, swimming, games, entertainment, cards and the opportunity to win prizes.

TEEN AGE PROGRAMS FOR EMPLOYEES' FAMILIES

The Salt River Project Employees Recreation Association of Tempe, Arizona conducted a teen age first-aid and child care course. Teenagers acting as baby sitters were most appreciative of this service. The club also sponsored a new parents program covering pregnancies, baby care, etc. Instructors were registered nurses working in maternity wards of local hospitals. Classes were of two hour duration and included film showings, hand-outs, instruction and informative material.

**RECREATION IN
INDUSTRY ON
THE INCREASE**

50,000 industries are now participating in some type of active employee recreation programming. The objectives for the programs vary considerably and some managements do not fully realize why they have the program. This is not alarming as some authors of personnel texts are completely in the dark concerning industrial recreation and often fail to reflect its values. Industrial recreation professionals should offer to help neighboring companies in establishing sound objectives and organizational procedures. It's a good time to sell NIRA too. Be glad to send you application blanks for this purpose.

**IRS IS
BEARING
DOWN**

Be sure your recreation association qualifies for tax exemption. It might be a good time to review your operations with the IRS and avoid the pitfalls of some organizations considered to be profit and investment concerns.

HONEY DO PARTY

This type of party is held annually in February to coincide with Valentine's Day. All the men invite their sweethearts to a dinner party that they have prepared and will serve and every lady receives a gift. The music played and sung are numbers featuring girls' names like Mary, Sweet Georgia Brown, etc. All the girls responding to the name song played stand and are honored. All those not having had the honor after songs have been played stand and if a song can't be sung, hummed or played to her name she receives a stump-the-orchestra prize. The men put on a fifteen minute show of comedy and fashion for the ladies. A master of ceremonies keeps the party alive with tributes to the youngest bride, the oldest married couple, the couple with the most children and a beauty contest of the best looking girls from photos taken when they were babies and projected on a screen. Once this party is held it will be a must every year.

**"CONCEPTS FOR
TOMORROW'S
LEISURE"**

An excellent presentation on the subject in a most attractive booklet by ARMC Steel Corporation, Middletown, Ohio 45042 points up the importance of leisure planning. Directors interested in projecting the subject and developing a sound basis for the program should obtain this text.

**CONVENTION
PLANNING GUIDE
AND CHECK LIST**

The Sheraton Hotels and Motor Inns, Sheraton Park Hotel, Washington, D.C. 20008 have published a brochure that every recreation director should endeavor to obtain. The format could be used in most major activities.

PARK PERMITS

Under a new arrangement, permits issued at recreation areas of any one of four federal agencies will be valid for all of those agencies. The agencies are Forest Service, National Park Service, Bureau of Sport Fisheries and Wildlife, and the Bureau of Land Management. The Forest Service is operated by the Department of Agriculture and others by the Interior Department.

NIRA KEYNOTER

Volume I, No. 1

Edited by Melvin C. Byers, CIRA

In its continuing tradition of service to members, NIRA introduces this Volume I, No. 1 issue of Keynoter, a quarterly publication designed to keep members in touch with latest trends and innovations in the field of industrial recreation.

Each issue will be a compendium of the best program ideas, technical data and new concepts.

It has been said that nothing is more valuable than an idea --- and we hope you will find many of them in the NIRA Keynoter to help you formulate and execute more efficiently your company's program of industrial recreation.

YOUTH PROGRAMS INCREASE EMPLOYEE INTERESTS

The way to an adult's support of your recreation program is accomplished quickly through his boy or girl's participation in an industrial program - junior bowling - rookie softball - family swims - junior golf - all excellent employee family programs. The recreation director would find a volunteer youth coordinator a great help in building a program.

HOW TO TAKE PICTURES

Many vacationers are disappointed in the results of their picture taking. Recreation directors can introduce one or more photographic instructional demonstrations. Eastman Kodak Company of Rochester, New York has a variety of books, guidelines, visuals, etc., for this type of program. Write Kodak for this information and also the "How to Start a Photo Club" instructions, another excellent special interest activity.

CHALLENGE OR ALL SPORTS DAY

One day each year can be set aside for a play off of sports events such as bowling, tennis, softball, horseshoe, table tennis, etc. Top teams and high scoring individuals may be challenged on this one spectacular day of competitive play. The day ends with a short presentation of awards and an outdoor dance or Bar-B-Q.

HOLD THIS ONE OUT AS BAIT

An all-family fish fry derby can be one of the most interesting activities of the year. Stage a fishing contest at a lake, pond or stream (stock the pond if necessary). Give ribbon awards or simple prizes for largest fish caught by child, man, woman, first fish caught, etc. Charge an admission fee that would include the fish fry. The club or plant may furnish fresh fish, oil or shortening, corn meal and flour mix, raw sliced potatoes, coffee, soft drinks, bread and butter. Participants bring their own fry pans. Fire places, grills and pits are arranged on which members may do their cooking. Some clubs furnish the bait for fishing and have a special children's fishing rodeo as well as an adult one. Local casting clubs, sportsmens clubs, conservation groups and suppliers may be willing to help in planning and working with the committee.

THE SUCCESS OR FAILURE OF AN ACTIVITY

very often relates to the effectiveness of communication media used. Successful chairmen endeavor to use at least five avenues of communication to publicize their activities. Various medias are public newspaper, plant newspaper, radio & tv, bulletin boards, handbills, mailouts, letters, meetings, movies & slides, displays, stunts and demonstrations, public address system, telephone campaign, tie-in promotion and novelty hand outs. The promotion of an activity begins with the planning of the event and carries through even after the event is over. Remember one activity effects another and another year. Newspapers very often carry stories of what has happened and if the story points up the attendance, good times, fine values, etc. next year's similar event will have more participants because the story was told.

NO GREAT VALUE IN PRODUCT ADVERTISING

is gained through industrial recreation, teams or leagues, say many firms. The funds provided for team sponsorship and tournaments would result in more sales through other time-tested advertising media, they feel. Perhaps recreation directors would do better using the employee relations value, therapeutic and health features and balanced programming approach to obtain funds.

GIVE-AWAY PROGRAMS DETRIMENTAL TO INDUSTRIAL RECREATION

Employee and employer both suffer from a give-away program seems to be today's trend. The better programs have a portion of both employee and employer contributions to provide the activity. Every program should show both management and employee participation. The partnership concept builds a fine relationship. A give-away program either by the employees club or the company can have a deteriorating effect upon the total program and create problems for all involved.

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Volume I, No. 4

INDUSTRY AND THE COMMUNITY

States the National Research Bureau, Inc., "Community involvement is becoming an 'in' thing for private industry, and the conscience of business is changing accordingly. But while the trend shows evidence of a sincere interest in community betterment on the part of many companies, the controlling factor appears to be public relations, and any community program considered potentially controversial is avoided."

We believe employe organizations involved in community activity do a far better job and get greater results for their efforts than the public relations departments donations and their requests for management representatives to associate with the project. Public relations and industrial relations are both seeking the same ends - one geared to the public, the other to employes. As a rule the two are at opposite ends of the communicative technique scale and seldom share with each other, each believing their knowledge of their involvements final and complete.

Rank and file employes are more inclined to be enthusiastic and dedicated in community projects and can carry this work through their recreation association with less direct reflection on management time, involvement or commitments.

INDUSTRIAL DAY CARE CENTERS

As government facilities lag in providing day care centers, working mothers are turning to industry for such facilities for their children. Their reasons seem logical. If industry wants to keep women dependably employed, it would have the greatest interest in providing, on the premises, day care centers or in working through their recreation association in establishing such services.

R_X RECREATION

The cause of most obesity is inactivity. Although figures have been obtained that indicate the average caloric intake has decreased, obesity has increased since 1900. Physical fitness programs for the most part require a great deal of self discipline and for this reason are generally short lived, and participation drops off rapidly. There is a need for combining recreational interests with elements of physical fitness objectives in order to maintain the therapeutic values desired. Golfers who use motorized golf carts are short-circuiting the real, healthful benefits of the game.

STIMULATING
COMMITTEES

One way to stimulate committees is to make an offer in the beginning of the year to award \$15.00 or \$20.00, give a party or present a trophy to the committee staging the event attracting the largest number of participants. The picnic committee might be excluded, as this activity would most likely win and could not be rated in a category with the general run of activities.

BE A
GOOD CHEF

Industrial recreation should be offered in the same manner a good chef would offer a meal - well balanced, appealing, seasoned properly and concluded with a choice dessert. Too much of any one thing restricts the variety of things that should and could be offered - it also has the effect of spoiling one's appetite when he must content himself to fill up on one commodity.

GET ACQUAINTED
AUTO TOURS

Recreation directors can offer a popular family events program twelve months of the year. Seeking the assistance of the Auto Club, Chamber of Commerce, local newspapers and oil companies - short trips of one or two days around your community and neighboring ones will be appreciated. Publish a month by month tour program with maps, designating days, times and places you and your people will visit via their own transportation. Arrangements can be simple or consist of admissions, guides, etc., depending on how far a committee may wish to elaborate. Most people think they know about the close-by attractions and are surprised to learn more when a program of this kind is offered. New folks in the plant and community are most appreciative of this type activity. Some of the tours can be mystery auto trips and others can be do-it-yourself picnic outings.

\$650 MILLION
OUTLAY FOR
SPORTS SHOOTING
GEAR

According to SPORTING GOODS BUSINESS the nation's 20 million hunters, target shooters and weekend plinkers will shell out more than \$650 million in 1971 for sporting firearms, ammunition and accessories. This is a 5 percent increase over 1970 retail sales. Industrial sportsmen's clubs catering to entire family participation are very popular and firearms safety is a major activity offered.

- UNTAPPED
OUTDOOR
RESOURCES** There is a world of outdoor interests untapped by most industrial recreation directors. Contact school and university biologists, ornithologists, geologists and history instructors, or call upon your local conservation officers, park and zoo administrators for their assistance. A few good titles like "Behind the Scenes at the Zoo," "Back with the Flintstones," and "Uncle Remus Comes Alive" help in the promotion. Again, these are family type events that can be offered for one age group to another or all inclusively.
- COUNTRY
STORE
NIGHT** Here is a program that can include story telling cracker barrel orators, store auction, cheese and crackers, beer, ale or hot tea and coffee being served. This program provides a committee with plenty of imagination-room and has enough folksy appeal to be a winner. It can be a costume affair and, of course, the chance to win a box of crackers, bag of sugar, or loaf of bread adds to the fun, especially when everyone comes away with something, if only a bag of old fashioned candy.
- CRIME
CHECK
CLUBS** Crime Check Clubs with the local and state police educating citizens to the importance of reporting to police a crime being committed and reporting suspicious persons or events can be most helpful in reducing the increasing crime rate. A progressive law enforcement administration will assist in many ways to make this program interesting, entertaining, educational and provide the community with a most beneficial service.
- INDUSTRIAL
RECREATION
SHOULD BE
TOTAL PROGRAM** Industrial recreation administrators can operate their programs on a business-educational basis or resort to the welfare concept of doling out monies for recreation and dictating every movement of the employee group. Industrial recreation should be a total program, including education in administrative matters as well as physical fitness, sports and special interest activities.
- ROCKHOUND
CLUBS** Rockhound clubs are on the increase. A figure of 1,600 known clubs may represent only a portion of many unlisted or unorganized rockhound groups. The industrial recreation associations promoting the hobby of searching for semi-precious stones and unusual rocks, find this activity becomes a whole family affair and provides outdoor recreation and education with an attraction factor.
- RODEO** A professional rodeo on one's own recreation grounds was held by Scovill Employee Recreation Association of Waterbury, Conn. 06720. A traveling rodeo under the direction of Rodeo Cowboys Association, Inc. staged the one day event and realized a profit for the Employee Recreation Club. With this kind of activity success Scovill has had circus days offering a full circus program to their people on their property. Oldsmobile also has a successful rodeo. See future issues of RM.

- URBAN RECREATION** Provide a program on urban recreation: You might want to show the new film "Open Space: Going" produced by the U.S. Dept. of Urban Development. The 28 minute, 16mm color film conveys the urgent need for acquiring city recreation areas. Free loan from Modern Talking Pictures, 1212 6th Avenue, New York, N. Y. 10036.
- ANTIQUE SHOW** Hold an employee Antique Show and auction - the club will receive a small commission for the merchandise sold and the entertainment plus the enjoyment of participating in the sale.
- PICNIC SEASON** Picnic time is but days away. If you are planning picnics and want new ideas, write NIRA for copies of their picnic research material. Art Conrad of Flick-Reedy has an extensive picnic outline and guide that could save any committee considerable organization time.
- CLASSES TO OFFER** Decoupage - bridge - oil painting - rug hooking - knitting - sewing - astrology - stocks and bonds - square dance - weight control and diet - public speaking - upholstery - cooking - cake decorating - flower arranging - tree pruning - landscaping - first aid - golf - tennis - swimming - ice skating - weight lifting judo - karate.
- INDOOR TENNIS BOOMING** The indoor tennis court acceptance by tennis players is phenomenal. Tennis is becoming a year-round activity in all parts of the country. Private interests are showing nice returns on their investments in indoor tennis court facilities.
- 44 MILLION BOATERS IN 1970** The Boating Industry Association and the National Association of Engine and Boat Manufacturers estimate that 44,070,000 persons went boating more than once during the year 1970 - a gain of more than 800,000 over 1969. Skilled workers remain the outboard's most avid fans, accounting for nearly one-fourth of the motor sales to employed persons, though they make up only one-eighth of the employed population. Boating activities, lessons in maintenance, water and navigation safety, row boat regattas, boat excursions, etc., might be interesting to employees.
- CAMPING INCREASINGLY POPULAR** Camping in the U.S. is growing rapidly. However, the "roughing it" type of camping is giving way to a combination of some modern comforts sandwiched in with outdoor camping experiences. Mobile camping units are becoming so popular that many industrial recreation associations have arranged mobile camper clubs within their organizations. Sources of information helpful to the director: American Camping Assn., Bradford Woods, Martinsville, Indiana 46151; The Camping Club of America, 945 Pennsylvania Ave., N.W., Washington, D. C. 20004; and National Campers and Hikers Assn., Box 451, Orange, N. J. 07051.
- NEW SKI GROUP** Shakespeare Co. has announced its entrance into the ski equipment business. An agreement with Elan Ski Co. will result in a complete product line for U.S. and Canada.

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SUCCESS VS FAILURE

Success of an event rarely should be gauged to attendance. Some of the sorriest, uneventful activities attended can be the ones with large groups. Smaller groups have more flexibility, generate greater interest and have more comradeship and fun than large groups. Chairmen should concentrate on variety, imagination, and delegation of duties. Make every event a program success. The better industrial programs offer many activities catering to smaller groups and stage only a few large attendance events.

TOO MANY ACTIVITIES?

A question that has been asked many times, "Can an industrial recreation program have too many activities?" The answer is yes if the activities offered are similar. However, when a program is diversified, there seems to be no limit on number of activities offered. Again the director must not concern himself with numbers. Everyone doesn't read the Financial page or the Sports section of a newspaper. Good newspapers have many sections to interest many groups. The principle is the same.

THE PROMOTION LINE

Regardless of the event offered, the first requirement is to inform the potential participants. The number one problem area for most chairmen is publicity and promotion, or in other words, effective communications. Usually the publicity is given to a committee of employees, untrained and unskilled in one of the most complicated and technical professions we know. There are over 40 communications media and usually the amateur uses but three - newspaper, poster, and handbill - and then fails to do a job of selling. Often these releases are

about as interesting as reading a dictionary. They usually are mere announcements. Publicity is an enticer, but it takes a salesman to conclude the sale.

- CENTRALIZING
YOUR
SERVICES Make it easy for your people to obtain information, tickets, services, etc. with one central location for all events, even though other areas may be offered per activity. The central location may be the Personnel Department, Association Office, Recreation Director's Office, or receptionist; but one place always remains the same for all activities.
- REFERENCE
LIBRARY Building a functional, recreational reference library can be one of the finest and most helpful services to your staff and committeemen. Hundreds of instructional books are available, many obtainable through NIRA with work sheets, tournament guides, pamphlets, and RECREATION MANAGEMENT Magazine reprints. The public libraries will assist in building a reference library as will the NIRA office. If you want to know more about developing a library, let NIRA put you on a special mailing list for new publications and reference services.
- PAN AM'S
WORLD
EVENTS Pan Am's Book of 1971 World Events - Every recreation director should send for this free copy. It is one of the most complete directories of activities being offered the public, both at home and abroad that we have seen. There's a world of happenings to tie to in this handy reference book. Write your nearest Pan American World Airways, Inc. office.
- ACCOUNTING
PRACTICES Sound accounting practices will tend to eliminate many of the problems created by "trial and error" methods: a quote from Nationwide Insurance Activities Association's "Recommended Guide to Accounting Procedures." If your association is having problems, a copy of this guide would save many hours of research. Write Nationwide Insurance Co., 246 N. High St., Columbus, Ohio 43216.
- SPORTSMANSHIP Regardless of the good sportsmanship theories expounded by athletic directors, there seems to be no substitute for a strict disciplinarian to officiate at most athletic events. The official ump, referee, coach, or score-keeper better know his or her business and obtain an authoritative respect from the start. As a rule, fellow employees and teammates do not make for good officiating. It might be money well spend to seek the assistance of school athletic directors. However, classes in officiating

are being offered in some areas and one plant states they are experimenting with teaching women to officiate at men's sports events like softball, volleyball, etc. They seem to be working out quite well. Who's going to argue with an attractive damsel?

SAYING
"NO"

Saying NO is a vital part of just everyone's job, and it's seldom easy. Turning down a request, idea, or suggestion can alienate others and create ill will. However, a lack of firmness and directions in saying "no" can be equally damaging. There are ways to make your "no" both firm and palatable.

Encourage ideas and suggestions, but make it clear that any new proposal must be judged realistically.

Let people know the idea will be given active consideration and an answer will be given.

Steer the "no" into another vein or similar idea that might become a more sure yes.

The most difficult to sell is NEW idea programs, suggestions, etc. We are all inclined to stay with the proven, established line. Before a "no" is given, explore, consider and refrain from relying on the past too intensively. Most of the ideas considered successful today were in the beginning receiving many negative responses. It takes an open mind to appreciate a creative one.

NIRA MEMBERS
CAN PROMOTE
INDUSTRIAL
RECREATION

NIRAites should contact other companies in their community and invite them to visit their industrial rec. Possibly companies with similar programs would respond, companies not having the program may consider to start, a local industrial recreation group form as, of course, a tie to NIRA. The more industries that provide recreation, the more assistance to one another directors experience, and with this, better programs. Eugene Miller of Michigan Bell Telephone is involved with such a program in Detroit and would be willing to supply details regarding it to any interested director.

PHYSICAL
FITNESS

Physical fitness on the honor or do-it-yourself system is in effect at Dominion Foundries and Steel, Ltd. They have distributed an exercise routine booklet explaining each exercise to perform and a two-month daily chart to check off each one as completed. Copies may be obtained by writing A. Murray Dick, Director of Recreation, Dominion Foundries & Steel Ltd., P.O. Box 460, Hamilton, Ontario, Canada.

NEW
ACTIVITIES

Two great ideas for the educational recreation chairman from American Telephone and Telegraph Company, 195 Broadway, New York, N.Y. 10007 - Auto Mechanic's Class - eight lessons for \$10.00 - and then certified as a full-fledged grease monkey.

"Speak Up" - an occasional panel program in round-table fashion which covers various subjects in a free-wheeling discussion. Such topics as "How do you feel about the struggle for black liberation in America?" It might be Women's Lib, or "When shall government intervene?"

If you're looking for announcements that motivate your personnel to participate in recreational events, write for a copy of The Off-Hour Bulletin, Mary A. Kennelly, AT&T, 195 Broadway, New York, N.Y. 10007.

THE
AUXILIARY

The Auxiliary and Its Value - a mini summation of how the association's auxiliary can play an important part in the industrial recreation program. Write Mel Byers, Owens-Illinois, Inc., P.O. Box 1035, Toledo, Ohio 43601.

TWO
PARTY
IDEAS

October Fest - A German Beer Garden with a four-piece German band - Bratwurst, landjaegers, pretzels - some German folk dancing and songs to drink and laugh by - Consult your German-American Club in your town or write NIRA headquarters for details.

The Underground - A party taking Atlanta's Underground idea and carrying it out in Dixieland style - cabarets, photo shop, poor-boy sandwiches, a little bit of games of chance, the home talent, fifteen minute show, the nickelodeon of films from yesterday, a jazz combo and dime-a-dance gals.

HAPPY
BIRTHDAY

Every association and recreation club has started at some earlier date and it's a date to celebrate as the club's birthday. A thousand ideas can crop up from this one. How about honoring all of your past presidents as a starter? Clarion, Pa., Owens-Illinois OnIzed Club had a luncheon for their past presidents this year, and Jerry Agnew, recreation director, says next year they are going all out for a real honest-to-goodness birthday party for everyone.

KENWATER



October 1971

Volume I, No. 6

JUNIOR BOWLING INCREASING

It is a perfect family build-in for the industrial recreation program. It encourages participation of grade 1 to 4 for Pony Leagues, grades 5 thru 7 for Junior Leagues, grade 8 thru 12 for Senior Leagues. High schools in most communities have bowling leagues for their students and most industrial programs feel they would be in competition to the school so end their program at high school level.

SOME TELLING STATISTICS

Some figures that may affect your total program planning: Last year over 80 million Americans participated in picnics, 70 million swam, 60 million bicycled, 42 million bowled, 30 million fished, 25 million played pool, 15 million camped, 18 million hunted, 13 million skated, 12 million golfed, 10 million played tennis, 11 million water skied, 12 million rode horseback, 6 million snowskied, 3 million scuba dived, and spectator activities will top them all. Over 30 billion dollars are spent annually on spectator activities - theatre, movies, TV watching, etc.

GOVERNMENT CONCERNED ABOUT EUROPE CHARTER FLIGHTS

Too many illegal operators, memberships offered in phony clubs, cancellations, bankruptcy while in operation, etc. Be sure you check your carrier and its financial status carefully, including insurance coverage, and its reputation. Have your lawyers go over the contracts for tricks without the treats.

RECREATION
HYPOCRACY

Some companies engaging in commercial and public recreation enterprises have failed to offer their own employees even a poor to fair recreation program, if any. They adopt a sort of "do-as-I-tell-you," not "do-as-I-do-philosophy." They should be experts at home first then we would have more faith in their sales pitch.

XMAS
PARTIES

Christmas parties for employees have received the most severe criticism from the press, public, and families of employees object more than for any other industrial event. The problem is not the Christmas party, it is the manner in which it is organized and staged. Industrial recreation directors who have family Christmas parties believe them to be one of the finest activities offered during the year. Far too many recreation programs are still operating in the Dark Ages of "employee only" activities. The employees' family will object and resent this type program and rightfully so.

ENVIRONMENT
ARTICLE FOR
RECREATION
MANAGEMENT

Ph. D. candidate Geoffrey C.A. Ekechukwu is working on an environment article for Recreation Management magazine. Under the supervision of Gary McCormick, Recreation Director, Salt River Project, P.O. Box 1980, Phoenix, Az, 85001, Geoffrey needs info as to what your company has done to improve the environment that affects recreation in a positive nature. Eg.: building ball fields over a dump. Send a short note to Gary as soon as possible and let him know your contribution.

SNOWMOBILES
SAFETY
SHOULD BE
STRESSED

According to National Safety Council reports, there were 82 deaths in four months last winter involving snowmobiles - 74% were drivers, 25% passengers, and 20% spectators. Recreation directors should make a point of checking out safety regulations and practices before sponsoring a snowmobile event.

RUGGED
SPORTS
FOR
KIDS

Rugged competitive sports for children, especially football, hardball and hockey can result in more mental and physical damage than the values expected in body building, better health and good sportsmanship attributes. Directors should consult their industrial medical departments, plus a psychologist or psychiatrist for their views concerning the youth program.

NO. 1
AWARD

Cup and statue trophies still rank as the number one most desired awards in spite of their unwelcome appearance in the home. Plaques are second in choice. The winner wants his fame to be displayed, not worn in his pocket or on his wrist. Practical use items given as sports awards can almost be summed up into one category -

jackets and sweaters. This is a good subject to discuss and make policy. It can become a runaway if ignored.

LEND-A-KIT SERVICE

Dan Archibald of McDonnell-Douglas Astronautics Company, 530 Bolsa Avenue, Huntington Beach, California 92647, has a Lend-a-Kit service that is greatly appreciated by his people. Employees can secure kits consisting of bats, balls, nets, horseshoes, etc. to take home or for the family picnic. The service has been expanded to include use of 16 mm sound projectors on an overnight checkout. Recreation directors can write Dan for additional information concerning items purchased for this purpose.

CLUB INTERNATIONAL

A popular special interest club and activity for Owens-Illinois is "Club International." This Club is open to employees and members of their families, termed associate members. The Club's objectives are as follows: to learn more about our world neighbors; to encourage tolerance and understanding of our foreign born and visitors; to be exposed to customs, foods, dress and interests of foreign peoples; to adopt foreign children through Foster Parents, Inc.; to understand our own industrial association concerning imports and exports and foreign operations; to encourage foreign travel and travelogue movies and lectures. The Club officers meet regularly to plan from four to six major events each year. Martha Byers, Director of Activities, General Offices, Owens-Illinois, Inc., P. O. Box 1035, Toledo, Ohio can be contacted for additional information.

FOR NEWCOMERS

Huntington, West Virginia Police Department offers Industries in their locale pamphlets and instruction sheets to give newcomers to the community. These publications cover local traffic regulations, rush hour restrictions and suggestions to avoid traffic problems, protecting valuables, reducing auto thefts, who to call for assistance; how to aid in identifying persons wanted for crimes, burglar proofing your home, street maps, etc. This type of service can be developed for any community as another benefit provided by the company and recreation association.

BEAUTIFICATION

Recreation programs should include programs to stimulate beautification of homes, industry and community, Plant a tree day, Flower garden contest, Instructions in landscaping, Home decorating classes, pruning trees and bushes workshop, cleanup, fixup and paintup week.

FAMILY
SKATING

Family ice skating parties are popular. Indoor and outdoor rinks which have supervision to control traffic flow should be contacted and scheduled far in advance of dates desired. A portion of the rink can be roped off for beginners and an instructor hired to give group lessons. There is no age limitation. We have seen children 5 and 6 years of age and couples in their 80's skating regularly.

COMPANIES
WITH GOLF
COURSES

Associate Editor Sandy Wright of Par Golf Magazine, 551 5th Ave., N.Y., N.Y., 10017 is doing a story on industrial golf courses. Send pictures, diagrams and info about your company course to her. Maybe she will use the material in the national publication. Story set for Mar'72. Need info soon.

GETTING
MOST
FROM
ADVERTISING
\$ \$ \$

With promotional costs increasing, it is smart to get the most for the dollars spent in advertising events. In "Dartnell's Advertising Managers' Handbook," author Richard Stansfield, says: "Much advertising that results from such thinking as (the offbeat and kooky) is superficially intriguing until upon closer inspection it becomes painfully apparent that the wild, mod, layouts and jumble of type faces and psychedelic colors, wayout copy with 'high camp' puns and 'in' slang have next to nothing to do with the product. They don't say anything and they are totally unrelated to the marketing objectives." Get your message across quickly, clearly and cleanly.

FISHING
LICENSE SALES
RISE IN
29 of 50
STATES

Of the 29 reporting, there were 25,000 or more in 1970 vs 1969. Hunting license holders rose to 15,370,481 in 1970, an increase of 101,000 over 1969. The recreation director should consider these two sports as universally popular and provide programs including instruction, information, maps, safety practices, conservation and wild life education. Tours for sportsmen interested in salmon and trout fishing could be arranged, as well as big game hunting near Butte, Montana, deep sea fishing over lower California, and Florida Keys.

CAMPING
IS
RED HOT!

The market and the highways are seething with campers, self contained trailers, etc. The number one problem which is worsening is campsites. Both public and private grounds are overcrowded. Private developers are investing in this facility need and showing profitable gains. As campsites become more plentiful, more and better facilities will be required to meet competition. Three and one-half million people now own recreational vehicles in this country.

WHERE IN
1972?

See you in Oakland, California - June 14-18, 1972 - NIRA Conference and Exhibit - Advance your recreation management skills by attending.

COOKING FOR 25 OR MORE

A publication titled Community Meals has been published by Rutgers University. This booklet is one of the best we have reviewed from the recreation director's viewpoint. It is a time-saver for the committee and chairman not accustomed to mass feeding.

A MONEY MAKER FOR RECREATION CLUBS

Flee to the Flea market with the things that normally would be sold in a garage sale. Here all employees get together for one big market place sale, with publicity and the area furnished by the employee association. The association rents space to its members or takes a percentage of the sale income, for its time and facility arrangement. Soft drink and refreshment stands would offer other association revenue.

MORE EMPLOYEE SERVICES

are being introduced in the industrial recreation program. Many employees feel individual benefits should be a part of the association or club's objectives. With group travel offers there should also be programs that offer resort and vacation services for the member and his family anytime. Services such as recreation equipment rentals, use of camp stores, tents, etc., seem popular.

A number of companies are providing discounts on company-made products to their employees, allowing a percentage of the profit for the club. Loyalty items -- items of other manufacturers bearing the club or company insignia -- have proved to be popular employee sale merchandise. Other services being offered are licenses for automobiles, boats, bicycles, fishing, hunting and dogs; postal service; magazine subscriptions; travel and resort maps and information; discounted theatre and sports events tickets; income tax service; community services; classified ads and bulletin board service; welcome wagon service; college, city and industrial directory service; notary public service; retirees assistance; veterans assistance; and merchandise discount arrangements. Usually more people participate in services than in organized group activities.

OVER TWENTY-FIVE THOUSAND COMPANIES

offer some type of recreation to employees. The Wall Street Journal has stated that over a half-billion dollars are provided by industries for employee recreation. Some of these companies have evaluated their recreation programs and have established realistic objectives for the programs offered. The NIRA reaches only a small percentage of the industries involved in recreation programs. There is room for membership

growth and certainly an opportunity to offer objective programming as a service to them. NIRA members would be helping their own organization and being of real service to their community by offering NIRA membership applications to neighboring companies not participating. Industries not having a recreation program will sooner or later be offering it in order to be on a competitive employee benefits scale with others. We should encourage their affiliation with NIRA now.

THE TRENDS IN INDUSTRIAL RECREATION

are stressing the importance of the common denominator recreation activities reaching the majorities. Socializing, dining, observation activities and swimming are among the common denominators or what most people consider recreation. The administrator should take this in consideration when providing recreational facilities. The professional would most likely request a club house or building as the number one facility requirement. He would be able to follow through adding facilities relative to this study as money and approvals were granted.

OFFER ONE DAY SPORTS EVENTS

Many employees are not willing to tie themselves to a team or league playing schedule. They want occasional play and would favor one day tournaments or events. There is a desire to include family members in some of these programs like lad and Dad tee off -- Ma and Pa bowling nite -- boss-secretary bowling tournament -- beat the plant manager night -- Scotch foursomes -- volleyball night -- slow pitch game, etc.

PARTY IDEA --- OCTOBER FEST

An ethnic group adult party featuring German music, food, drink and dance, with a good master of ceremonies and a simulated German band can make this a party to be long remembered. Everyone sings to the song leaders instructions and does his best to pronounce the rolling German words. The food served is most important and featured should be some of these - liver sausage, braunsweiger, bologna, mettwurst, head cheese, brautwurst, pickled herring, German potato salad, pretzels, pumpernickel bread, smoked tongue, sauerkraut - cold or hot. All the music must be German. That makes it all the more fun for dancing especially if the M.C. calls for a broom dance - a lights-out change-partner dance - potato dance and other innovations to bring the gang together in swinging and swaying Rhineland fashion.

PHYSICAL FITNESS FACILITIES AVAILABLE

If the plant does not have a pool or gym, visit the YMCA or YWCA. One or both may be interested in a rental program or membership arrangement for your people, especially the downtown "Y" facilities that have more free time and less memberships. Some YWCA's are happy to make the program family-wide and even provide gym time for the plant basketball team. A number of motels and motor inns have an arrangement to rent their pool and sauna bath facilities on a regular basis.